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**SPECIAL COMMUNICATIONS ISSUE**

EXTENSION SERVICE  
*Review*

APRIL 1961

32/4



**E. T. YORK, JR. NAMED  
FES ADMINISTRATOR**

# EXTENSION SERVICE *Review*

Official monthly publication of  
Cooperative Extension Service:  
U. S. Department of Agriculture  
and State Land-Grant Colleges  
and Universities cooperating.

**The Extension Service Review** is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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Editor: *Edward H. Roche*  
Assistant Editor: *Doris A. Walter*

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## EAR TO THE GROUND

"County extension workers have to stay ahead of farmers in technical subjects. If they don't, the farmers will by-pass them and go directly to the college or experiment station for information." Most of us have heard the above statement so often that it's as familiar as an all-time song favorite.

This refrain has a second verse that isn't so familiar. Extension workers also have to keep up-to-date in teaching methods. Even though we know our subject matter, if we aren't able to put it across, farmers will still by-pass us and go to other sources for their information.

Most extension workers have two main stocks in trade—technical information and teaching ability. They know what to teach and they know how to teach.

We all know about the many changes taking place in agriculture—what to teach. And equally rapid changes are taking place in the field of communications—how to teach.

Television is a good example. This communication medium was developed commercially only 15 years ago. Now our scientists are experimentally bouncing audio and visual messages off man-made moons. This and other new communication systems no doubt

will be in commercial use in the next few decades.

Developments like this are still in the future. But, as you'll see in this issue, a lot of other changes are taking place rapidly in the communications field. And many articles show how extension workers are adjusting to these changes.

This issue should furnish you a lot of "food for thought." As you read it, you may want to mentally check your own methods. Are similar things taking place in your county? And more important, have you changed your methods to meet these changes?

Next month's issue will be concerned with telling the story of agriculture to nonfarm audiences. The story of agriculture is one of the greatest success stories of all time. And it's a story that needs telling—and retelling—and retelling.

So the May issue will feature methods useful in telling this story. And it also will carry the opening article in a series of facts about agriculture's contributions to our economy. These facts will be useful background for you in preparing talks, radio and TV programs, newspaper articles, and other messages beamed to nonfarm audiences.—EHR

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# E. T. York, Jr.

## Named FES Administrator



ALABAMA-BORN and raised, Dr. E. T. York, Jr. became administrator of the Federal Extension Service April 3. He succeeded P. V. Kepner, who retired March 31.

Since May 1959, Dr. York has served as Director of Extension in Alabama. Under his leadership, Alabama's Rural Resource Development program is gaining nationwide attention. This agricultural program, which closely parallels USDA objectives in this field, is aimed at boosting Alabama's farm income to \$1 billion by 1970.

### *Leadership Recognized*

The 38-year-old FES administrator is a recognized leader of agriculture. In an editorial last February, the Birmingham Post Herald said "Dr. York is a big man . . . He's tall and stands out in a crowd. But his actions and ideas make him stand out that much more among agricultural experts."

The Montgomery Advertiser, commenting editorially on Dr. York's appointment, said: "Dr. York has worked tirelessly, traveling day and night in the interest of farm groups all over the State. He has given Extension spirited leadership, and extension workers, to keep pace, have also hit a new stride in their far flung field of operation.

"His dynamic leadership and proven ability in organization, have been recognized up the line . . . He is a gallant gentleman, an excellent speaker, a man of vision and courage, a man who appreciates good public relations, and a man who makes a wonderful impression without pretense."

In announcing Dr. York's appointment, Secretary of Agriculture Orville L. Freeman said that he is

placing greater emphasis upon and leadership responsibilities in FES for coordinating educational phases of all USDA programs.

Addressing the FES annual conference earlier this year, Dr. York expressed similar views on Extension's leadership role:

"Extension has an opportunity and a challenge to exercise a very distinctive leadership role . . . If we are to render our most effective service as an educational agency, we must make a determined effort to enlist the assistance and cooperation of other organizations, groups, and agencies. We must work with these other groups as members of a team, rather than attempting to do the total job by ourselves.

"In working with and through other groups, we do two things. We help these other groups more effectively carry out their specific responsibilities. And they, in turn, help us accomplish our mission. The net effect is to enable both of us to do a better job and more effectively serve the people."

### *Economic Contributions*

In commenting on Extension's past accomplishments and changing mission for the future, Dr. York said: "I think Extension's basic mission has been of far greater significance than that of helping farm people—no matter how important this has been. The most significant contribution of Extension has been that of accelerating our nation's economic growth.

"Improved efficiency in agriculture, growing out of research and extension work, has released manpower and other resources, making possible much of our nation's business and industrial development. Such efficiency has also made it possible for the

public to spend an ever-decreasing share of its disposable income for the products of agriculture. This has created new demands and expanded markets for consumer goods."

### *Auburn Graduate*

The new administrator received both his B. S. and M. S. degrees from Auburn University. He was a research fellow at Cornell University from 1946 to 1949 and received his Ph. D. from Cornell. He also studied law at George Washington University.

As an undergraduate, Dr. York was honored by election to Alpha Zeta, Alpha Gamma Rho, Omicron Delta Kappa, Scabbard and Blade, Gamma Sigma Delta, and Phi Kappa Phi. He was awarded the B. B. Comer Medal for Excellence in Natural Science and was elected to Sigma Xi as a graduate student.

Named Distinguished Military Graduate at Auburn University, Dr. York served in the U. S. Army in World War II. He was outstanding cadet of his officers training class and received a Regular Army commission.

From 1949 to 1952, Dr. York served as associate professor of agronomy at North Carolina State College. He was named professor in 1952 and head of the Agronomy Department in 1953, serving in this post until 1956.

Dr. York became Eastern Director of the American Potash Institute in (See Administrator, page 82)

# Bulletin Hoarders or Bulletin Users!

by LYMAN J. NOORDHOFF, *Federal Extension Service*

**T**HE most expensive publication is the one that never moves off the storage shelves, never reaches some potential reader, never communicates anything.

Distribution is important! Without efficient distribution, all the previous work to produce a well-written, well-illustrated booklet with information that people need has gone to waste.

Tennessee Director V. W. Darter says, "... We need to take a careful and continuing look at the way we display, distribute, and otherwise use our publications . . . In county offices, and sometimes in stores and other public places, publications display racks can really be one of our best extension show windows . . ."



Widely used by county extension offices, this bulletin rack can display about 40 different-sized publications while storing others behind the slanting shelves.

Scores of old and new distribution methods came in to me from a nationwide survey of publications editors and distribution officers. Your co-workers have found these distribution points or methods successful.

Both county and State workers are basic distributors of our publications. Each can distribute booklets in ways not open to the other. It takes both parties to do a complete distribution job.

Most county offices have an attractive bulletin display rack. Eighteen models—wood, pegboard, or metal—are pictured in USDA PA-398 distributed to agents early in 1960.

Some agents purposely place their display racks at the tax or treasurer's office because that's where the traffic is. Charlotte Bryant, Lawrence County, S. Dak., home agent, moves about 130 booklets a week by this method.

A busy hallway also helps move bulletins. Each day in Dona Ana County, N. Mex., passers-by in the main hall empty the display rack of an estimated 200 publications.

## Outside Distribution Points

Outside their offices, agents distribute booklets through at least 23 different points, some quite unusual. Agents contact farmers at seed-feed-fertilizer stores, chemical dealers, equipment dealers, county general stores, banks, co-ops, grain elevators, livestock auction sales, milk plants.

They also reach rural and city folks at factories, supermarkets, groceries, cold storage locker plants, department stores, dry goods stores, home garden centers, self-service laundries, beauty shops, libraries, welcome wagons, doctors' and dentists' offices, community clubs, and the like.

In Marshall County, W. Va., with a large share of part-time farmers, distribution through factories has proved successful.

Putnam County, Tenn., Home Agent Mrs. Alma Johnson and Farm Agent A. C. Clark give their "unqualified approval" to bulletin boards in country stores. Folks pick up copies right there. Biggest advantage, agents feel, is they reach more new people, especially in remote areas.

In Taylor County, W. Va., where a display rack is located in the only bank in the county, experience indicates "... there is little waste—people pick up only publications in which they are interested."

County agents in Georgia, Mississippi, and Idaho use posters with a pocket holding about 25 copies of one booklet or folder. The poster invites folks to "Take One—Free." Idaho says such a display "undoubtedly increases the use of our fertilizer publications."

In beauty parlors, a woman has lots of time to read. So Madeline Henry, Macon County, Tenn., home agent, places family living and consumer education booklets in beauty parlors. Quite a few women have called her later to ask question or request copies of these booklets.

## New Contacts

The welcome wagon has added about 200 names of new families or newly married couples to Home Agent Mary Sue O'Neal's list in Livingston Parish, La. Local merchants employ the welcome wagon hostess to acquaint new folks with their services. She also takes free extension publications.

Besides county distribution, statewide promotions also have distinct advantages. State specialists and editors can offer booklets through mass media to the widest audience. They can also arrange for distribution through appropriate organizations.

Survey replies listed, among others: State trade associations (electricians, restaurants, hotels and inns, dairy plants, sugar processors, electric utilities). Also service and civic clubs,

(See *Bulletin Display*, page 82)





## County Communication Patterns Change

by HOWARD DAIL, *Extension Information Specialist, California*

COUNTY extension communication patterns do change—right underneath our noses.

This I discovered after interviewing 56 veteran staff members of 10 of the State's largest counties.

Using a thesis questionnaire as a basis, I was trying to determine differences between changes in communication of fast and slow growing counties and to note general trends. Mass, group, and individual communications were considered.

### *Newsletters Rate High*

Little difference showed in the rating of the top mass communication by advisors in both the fast and slow growing counties. Commodity letters or newsletters placed first. At that time (1959) the total number of county letters for the State was 275 as compared with the present 340.

Reasons for this trend to direct mail varied. Farm advisors, concerned with commodity groups, said such letters enabled them to transmit specialized information to such groups. They pointed out that more complete and specific information could be carried in a letter going

regularly to certain groups than by the more general media such as newspapers.

The 4-H advisors considered a monthly newsletter to be a good way of grouping the information for leaders. On the other hand, some home advisors considered these periodical letters to be like a small home economics magazine. It was one way of reaching the enlarged audience of women—farm, suburban, and urban.

The study showed that advisors in the faster growing counties were turning away from the customary devices such as extension-prepared news stories and radio programs. This was not as noticeable in the slower growing counties. Advisors said they lacked confidence in their ability to use these media well and believed that mass media were increasingly oriented toward a non-farm audience.

The mass communication method of assisting mass media personnel received more attention in the fast growing counties. Issuance of one-sheet duplicated answers to commonly asked questions also rated higher in fast growing counties than in slow growing ones.

For satisfaction obtained by ad-

visors, no mass medium received as high a ranking as the person-to-person methods—farm and home visits, meetings, and demonstrations.

County advisors rated subject-matter specialists as the number one source of personal help in communication. This was slightly higher than their rating for information specialists. Our conclusion would be that subject-matter specialists should be well-trained in communication.

The top ranking impersonal sources of communication help were State and federal circulars and bulletins. These rated even above the specialists newsletters, designed almost solely to supply the advisors with up-to-date information.

Advisors indicated they had received little training in communication while in college. An English course or two, sometimes a public speaking course, occasionally one in psychology and sociology, made up much of the training. Rarely did anyone have college training in journalism, radio, television, photography, or use of visuals.

### *Assistance Wanted*

To the question, "Do you believe you need more help in communication preparation and presentation?", 42 of the 56 advisors answered that they did; 11 indicated they did not; and 3 did not know. Writing, public speaking, and photography were subjects in which advisors wanted further inservice and graduate training.

The survey asked about the type of training advisors would like from the State information office. Most advisors in the fast growing counties indicated that they preferred more inservice training in group meetings. In the slow growing counties, training on an individual basis was preferred.

Advisors in the fast growing counties expressed strong dissatisfaction with the traditional evening community meeting. Substitutes being tried were schools, countywide meetings, twilight and luncheon meetings, and training meetings for those working with farmers.

No county staff interviewed indicated it was carrying on a special

(See *Patterns Change*, page 74)

# Make Room for TV in Your County Plan

by JOSEPH D. TONKIN,  
Federal Extension Service

**E**XTENSION needs to make more and better use of TV. How can we do it?

Television's principal contribution to extension work has been to sell the value of the practices which extension recommends. Today TV is no longer new to us.

In 1960 the bulk of extension's television work was carried on at the university or college level. In all but a few States there has been a decrease in the use of TV by county workers.

There are a number of reasons for it. First, television takes more time for planning and preparation than other communication methods. This has made it hard for some agents to maintain the pace of a regular show.



A county 4-H'er, replacing the television star pictured here, can add a local touch to a slide for a television spot announcement about 4-H Club Week.

Furthermore, a spot check of station managers all over the country shows that some programs start off with great enthusiasm but tend to taper off after a few months.

Make no mistake, extension still has many gifted people in the counties who are doing fine television programs. Some have been "on camera" for 10 years, or more. They have found the way to do programs and work them into the busy schedules. They have made TV work for them.

This is not an effort to discourage the regular program. However, for those who cannot spare the time, the short series, the single special, the occasional appearance on a round robin program offer good use of the medium.

## Program Suggestions

We asked station managers, in a spot check of the nation, how extension can make better use of TV. A majority of these men liked the idea of relatively short series of programs in one subject matter area. For example, a series on gardening in the spring, teen-age nutrition, or family recreation.

What the managers like about the series is that the material is fresh and timely and the extension worker can budget his or her time to do it over a short period, usually during a time of year that suits him best. A TV series of a given subject can also be integrated directly into a county program.

This is specializing in the use of television. It isn't necessary to have a program 52 weeks of the year.

The special use of TV can be carried still farther. Single shows can also have great impact and give county workers a good return for their time and effort. An hour long "harvest-home show" in the fall can take on the elements of a local spectacular.

Such a program requires close cooperation with station producers and directors and must be arranged months in advance. Promotion of this type of single show is vital.

In addition to the series and single big shows, another system of TV programing is working well for county extension in some parts of the country. This is the round robin,

or rotation of a number of counties on a given station.

The individual county worker in such a rotation has a relatively light schedule of TV appearances. With good coordination the round robin keeps extension's work before the TV public with a fresh approach by each performer.

At least a dozen such round robins are now operating in various parts of the country. Some have been on the air for a long time.

## Promotional Uses

County extension offices can also use television to promote their work through spot announcements. For such a spot, an ordinary two-by-two slide can be used. A picture of a local boy or girl tacking up a 4-H Club Week poster can make an excellent station break spot when it is accompanied with a short announcement of 4-H Club Week observance.

Along with the slide it is best to send three different lengths of the written message—10 seconds, 20 seconds, and 40 seconds. In this way the station can better work it into their pattern of program traffic.

But there is yet another outlet for extension information on television. Photographs of farm and home events and activities make good visual reporting on regularly scheduled news programs.

Recently there has been an increase on the part of some stations in backing up such photographs of extension activities with direct "beep" line reports by telephone. These are usually tape recorded by the station and played back as the pictures appear on the screen.

Finally, television outlets are, for the most part, in large towns and cities. Much of the audience is non-farm. We will not stay on the air long if we do a farm show for a nonfarm audience. Nevertheless, agriculture can be interpreted to the city dweller. It can be made to appeal through health, good food, economic contribution to the community, and the whole field of agribusiness.

We can make television work for us if we find the program method most suited to our plan of work and if we present material of direct interest to our viewers.



# Trends Challenge Our Methods



by RALPH M. FULGHUM, *Federal Extension Service*

**E**XTENSION use of mass media is changing. County agricultural agents are shifting to more widespread use of mass methods in urban areas, less in the farm counties. That's what agents' reports show.

These and other trends challenge agents to adapt their use of press, radio, television, and bulletins to new audiences and different problems.

## *Urban Use Grows*

Agricultural agents from six States reported their use of press-radio-TV and bulletins for a 5-year period (1954 through 1958). During the 5 years, agents in counties with over 70 percent urban population showed a 30 percent increase in the press-radio-TV releases and broadcasts. Agents in counties with over 51 percent farm population reported a 13 percent decrease.

A similar trend showed up in bulletins distributed per agent. Urban agents showed a 16 percent increase; those in farm counties reported 14 percent fewer.

Clearly, in terms of number of releases, agents are shifting to the use

of mass methods to reach broader audiences. And they are making more use of direct mail, special leaflets, and farm magazines to reach farm people with specialized problems.

Is this trend an adjustment to the new audiences and problems? Or is it simply more of the same kind of releases in the heavier populated areas?

This study of agents' reports showed mass methods seem to be paying off. But they are paying off differently in the urban counties than in the farm counties.

Farm counties showed a close relationship between press-radio-TV releases reported and other methods used. Agents who reported the most releases averaged: twice as many office and telephone calls, four times as many bulletins distributed, 2½ times more attendance at meetings, twice as many farm families helped, and nearly twice as many total families assisted.

Urban agents made the heaviest use of press-radio-TV, but there was a different relationship to other methods reported. In 1958 they averaged one-third more news stories,

three times more radio and TV, and twice as many bulletins as agents in farm counties.

Unlike agents in farm counties, the urban agents who made the most use of press-radio-TV averaged fewer visits, office calls, phone calls, and lower attendance at meetings. Yet, they reached 88 percent more families and distributed more bulletins than the urban agents who used the least press, radio, and TV.

## *Some Implications*

Further study may show that in the urban areas, agents are beginning to and can use press-radio-TV for direct teaching jobs. Farm counties seem to use press-radio-TV largely to announce and invite participation in other activities. Bulletins are mainly a followup to meetings and personal contacts.

Additional study in thickly populated areas might show need for a different pattern of using mass media. With a large number of press-radio-TV outlets, the alert agent can quickly become known and get far  
(See *Trends Challenge*, page 86)



## Combining Media for *IMPACT*

by R. B. SCHUSTER, *Brown County Agricultural Agent, Wisconsin*

**P**UBLIC demonstrations, mass media coverage, direct mail contacts to specific people, and a thoroughly planned out project in home landscaping comprised the ingredients of a successful extension venture in Brown County, Wis.

About 3 years ago, the county extension program planning committee recommended that the extension office offer more services to urban and rural nonfarm people. Suggested educational fields included home gardening, landscaping, household and ground insect control, house plant care and production, community development, and public relations.

Requests we were getting showed that one of the primary needs of nonfarm people was for help in home grounds improvement and landscaping. To plan a project to meet these needs, we enlisted the aid of the Extension Landscape Specialist George Ziegler.

Home landscaping is almost an ideal subject for method and result demonstrations. So we planned a series of meetings and demonstrations to run from the fall of 1959 until March 1960.

Mass media, we have found, can carry demonstrations like we planned all over a county or area. In Brown County there are three VHF-TV stations, three AM radio stations, one daily newspaper, and three weeklies. All these are eager to help with extension educational programs.

### *Available Media Use*

Publicity was given through all possible mass communication outlets including newspaper, radio, and TV. A weekly column appeared in the daily paper, and special items in weekly papers. Weekly radio programs on two stations, with special programs on a third, gave complete air coverage. One television station worked closely with us on this particular project.

A preliminary TV show was set up in which I outlined the need for a landscape plan and told how one might be developed by a home owner with or without assistance from the extension office.

This was followed about a week later with a program in which Mr. Ziegler worked out and explained a

landscape plan for the home of the TV station's farm service director.

The next step was to carry out an actual planting demonstration at the home. We postponed the planting demonstration when more than an inch of rain fell the day before it was scheduled. Even so, a number of interested home owners showed up at the landscape site.

Two weeks later when weather did permit, the demonstration was held with good public attendance.

As the demonstration was conducted, the procedure was recorded on motion picture film and still pictures. A week later the film was the basis for another TV show.

Another TV show followed, using the plant specimens that had been used in the landscape plan plus some additional ones that might very well have been substituted in such a landscape project.

### *Followup Contacts*

The whole series was concluded with two meetings for home owners interested in doing similar landscape projects. Mr. Ziegler again helped by discussing landscape design at one session and lawns and plant materials at a second.

Through each step of the project, newspaper and radio publicity was used in addition to the TV programs.

During the March meetings, Mr. Ziegler appeared on another TV show at a station not included in the project before. I also had an opportunity to give a program on this second station.

Direct mail was sent to a selected list of individuals we knew to be interested in this horticulture phase. This mailing list has been built up over the past year from individuals requesting help through our office on landscape problems and through individuals who had attended previous meetings on similar subject matter.

We also made it a point to extend special invitations to 4-H club members carrying the home grounds project, to homemakers' clubs in the county, and to organized garden clubs in the area.

We were pleased to learn that  
(See *Combining Media*, page 84)



# Equipping a State with Visuals

by DON SCHILD, Extension Visual Specialist, California

**H**ALF the challenge is to get them to want visuals—the other half is to make visuals easy to get when wanted!" This is the philosophy of the California visual aids office.

Although the format for the State visual program is one of research, teaching, and production—the two major challenges are: to create a desire in each of the California extension workers to make proper use of visualization to increase the effectiveness of his extension program and to provide the necessary services so he is able to get and use effective visuals when he desires them.

California extension workers vary widely with respect to visualization. Each is at his own stage in the diffusion process regarding visualization in general, each new technique, material, or piece of equipment. Although an organized training program can create general awareness and interest, individual consultation and followup must be the major effort of the visual unit.

## Visual Office Setup

How does the visual office attempt to accomplish these challenges—particularly when specialists are on three campuses as well as several county offices and field stations? Visual units on each of the three campuses would be the logical answer, but until personnel and budgets permit, all visual operations must originate from the Berkeley campus.

Let's take a look at this visual unit on the Berkeley campus and see how they operate. Personnel consists of the extension visual specialist, five artists, two photographers, a sec-



Production of visual aids in California is limited to State specialists. However, a revolving fund system makes it possible for counties to order duplicates of training aids like this one made for specialists.

retary, and a half time student assistant.

Facilities include the main visual office, visual specialist's office, two art studios, photo studio, photo darkroom, equipment room, and supply room. All new and well equipped, but already bursting at the seams!

## Training and Production

Training activities are handled primarily by the visual specialist. He is "on call" for organized visual presentations before State and county groups, works with individuals on specific visual problems, and edits a regular newsletter regarding the latest techniques, materials, and equipment.

In 1960, he conducted 24 training sessions for 750 State and county workers. In addition, he conducted 15 sessions for 350 leader-trainers, foreign trainees, and others outside the immediate extension family. The bulk of the training, however, was individual consultations with State and county workers on specific visual problems.

An audio-visual display at the last State extension conference proved valuable in exposing all 500 State

workers to the latest in equipment and materials. They were able to try out the items, ask questions, and evaluate.

Timing was particularly effective since many were in the process of submitting budget items for the next year. A flood of phone calls and letters since the conference indicates that "awareness" changed quickly to "interest."

The Visuals and You newsletter consists of short, specific tips. Trade names are mentioned, along with prices, so that followup by individuals is easy.

Consultation and advice are available to all California extension workers, but actual production of visual aids is limited to State specialists. However, a new revolving fund system makes it possible for counties to order duplicates of training aids made for State specialists.

The State extension slide library, composed of about 250 individual subjects, is maintained in the visual office. Thirty of these subjects were added last year.

These slide sets are part of the specialist's extension program. The (See Visual Equipment, page 80)

# Dailies DO Want Agricultural Stories

by EARL C. RICHARDSON, *Extension Editor, Michigan*

**D**o you wonder why the copy you send to the daily newspaper isn't finding its way into print? Maybe it's time for some evaluation.

You need to take a look both at the copy you are expecting the newspaper to print and at the changes the modern daily newspapers have made since World War II. If you haven't found out that competition for space in the daily newspapers is keen, then you must be doing fine and need read no further.

But here are some things reporters and editors in Michigan have said about farm news.

## *Editors Speak*

"Farmer's don't read the farm page to learn how to grow crops. They have access to dozens of technical publications and farm magazines. What they want is an interpretation of what the new ideas, research, and machinery will mean in their area." That's what Charles Johnson, farm editor of the Grand Rapids Press reports.

Harley Grimsley of the Jackson Citizen Patriot says everyone likes to read about new ideas. "Those who came from a farm but now live in the city like to read of new developments so they can compare life of today with their days on the farm," Grimsley contends.

Jerry Kreiger, who handles a farm page in Benton Harbor and St. Joseph, across Lake Michigan from Chicago, is in a big fruit marketing center. He says the reader prefers to get on-the-farm application of research results or extension practices.

"We're sure it is of more interest if one of our farmers is doing it than if it is done experimentally at the university or one of the branch

experiment stations," Kreiger concludes.

One of Detroit's metropolitan newspapers recently devoted most of a page to pictures and a feature about a Michigan dairy farm that is expanding to handle 1,000 milk cows. The feature also pointed to many of the sanitation features of the new dairy enterprise which would safeguard health.

## *Interest City Readers*

The story was pointed toward the idea that many of the readers, although now working in automobile factories or other city jobs, were farm reared. As a result they would have an interest in progress being made in modern methods of milk production.

The day of the old how-to-do-it type story for most daily newspapers has passed. Editors and writers prefer the human interest or feature type story telling what farmers are doing to keep up with modern technology.

The same is true of the story about the homemaker. At a homemakers' conference last summer, a Detroit daily feature writer interviewed farm women. Her story pointed out that the modern farm homemaker leads a life very similar to the homemaker in the city.

But daily newspapers are important as an outlet for our information. They are among the best outlets for articles which interpret agricultural science and research to city people.

At Michigan State University we look for a "consumer angle" on a new research result for our articles to the daily newspaper. Instead of describing greater gains in pork with less feed, we try to talk of more econom-

ical cost gains with less fat, which will give the consumer a better product with less waste.

Al Bond, Washington State extension editor, recently reported that an editor saved the publicity releases he got from all sources through the mail for 3 months. The string was 1,920 feet long. Bond warned his agents: "Your 'stuff' has to be good (that means well written and localized) to get into type. And since yours is local news you should have some means to flag it to the editor's attention before he throws your kernels of wisdom in the basket with the chaff . . . ."

But best of all, we think you must know what your editor (or reporter) wants. Keep in close touch with him and he'll tell you, or show you, the kind of ideas or material he likes to use. It may not be exactly like you want it, but learn to live with it. The next fellow may want to do it your way.

Remember, in the final analysis the editor has the last word. It's better if a release is written partially your way and printed, than just like you want it and thrown in the waste basket.

## **PATTERNS CHANGE**

*(From page 69)*

educational program aimed particularly at an urban audience. Yet, every office stated it answered horticultural, agricultural, and home economics questions from nonfarm sources.

Home advisors were seeking to reach both farm and nonfarm audiences but indicated they were uncertain as to how this should be done. The 4-H farm advisors seemed to be relatively at ease in dealing with nonfarm youth. They pointed out that the percentage of nonfarm youth in 4-H club work had increased greatly during the past decade.

Near the close of the data gathering for this study, several assistant State directors were interviewed. Their comments seem to summarize what the study reveals.

In essence, communication training should be required for everyone planning to go into extension work. Why? Because the farm advisor of the future will be expected to play a dual role of technician and teacher.





# What Editors Say They Want

by JOHN L. PATES, Associate Extension Editor, South Dakota

**H**ow many names appear each week in your local weekly newspaper?

Before you read on, jot down the number you think there might be. Then ponder this statement made by a weekly editor in South Dakota. "... the secret of getting any information into the press and getting it read is to localize it . . ."

## *Names Are Valuable*

Names and local happenings are in demand more than ever before. If you don't think so, count the names that appear in any good weekly newspaper in your county. We did, and found 2,854 names in an average 12-page issue of our local bi-weekly. And I'll bet a cookie that you come up with a figure that compares with this.

Names and local news are the stock in trade of your weekly news-

paper. And nobody knows that like your local editor.

Better than half of the weekly editors in South Dakota who answered a questionnaire sent to them from the Extension Service editorial office in 1958 stated specifically or strongly implied that this was their first choice when asked: "What kind of news and information, which you are not now getting from your agents, would you like to have for your readers?"

Over half of these editors further specified that they wanted more personal experience-type stories. And of course the majority said they would gladly run more local pictures.

They also specified that they wanted stories written in true news style rather than wordy, essay-type stories. They wanted news that would interest farmers, but not so technical that non-rural readers would lose interest. They wanted

occasional stories that also concerned the housewives. They wanted reports on events immediately after they happened, while they were still news.

These editors wanted the most important material at the beginning of the story, but many said the story did not always have to be in final form. "If it's written in halfway decent shape, we can revise it . . ." They also said they wanted news every week.

## *Campaign for Columns*

What about weekly columns? At least two-thirds of the editors who were not receiving a weekly column from their county agent said they would definitely like to run one. Here again the editors allowed that they would like a "localized" column that included local names.

Editors were so enthusiastic toward the county and home agent column idea that the editorial personnel launched a campaign to increase the number of columns written by county personnel in South Dakota. The editors kept their word. More agents started to produce the kind of columns the editors wanted, and the number of South Dakota newspapers carrying a county agent's column has increased from 54 to over 100.

## *Listing Pet Peeves*

Not only were editors quite frank about what they wanted from county and home agents, they were equally clear concerning the things they did not want.

Gripes included a resounding, "There's too much inclination for agents to mail in State office releases. I think the county agent should adapt his stories to cover farm news and club events in his county."

Many didn't like the idea of being pressured into running dull club reports. These are fine when written as a news story, but too many editors get what amounts to a carbon copy of the minutes of the last meeting.

A few editors made a plea for more followup information on events that happen in the community. "Too

(See Editors Say, page 84)

# Let the News Work for You

by RAY M. SARTOR, Tippah County Agent, Mississippi

**I**t pays to visit your newspaper editor often. That's a rule of thumb in the Tippah County extension office, because we know how important the press is to our work.

Every week our county's weekly newspaper plays an important part in getting the extension program into action. A typical issue includes our four personalized agents' columns, half a dozen or more short news stories, a bank advertisement with a service-to-agriculture message that we prepared, a picture or two, and probably a feature story. Added to these are several short items from community or club correspondents.

## Influence of News

It takes a good bit of work on our part, but we realize that we are fortunate to have this opportunity. We have no local radio station.

The only newspaper published in our county, The Southern Sentinel, received a 1960 award for service to agriculture from the National Editorial Association. This weekly is our principal means of mass communications, although we cooperate with daily newspapers and television stations serving the area and with farm magazines.

Variety is important in any communications. So we rely on several different approaches in every issue of our local weekly. Here are some of them:

In my weekly personal column I can really be myself. I use both information from my own knowledge and suggestions from specialists at Mississippi State University. Subject matter information for a column should be timely, practical, and of local importance. I often mention farmers who are succeeding with timely practices. Mentioning names helps to make friends.

The home demonstration agent's column features information of interest to most homemakers. Our boys' 4-H club agent writes a well-personalized column in which he frequently uses names.

The most recent addition to our regular agents' columns is the one on Farm and Home Development prepared by our two associate county agents and the associate home demonstration agent. Actually, it's much like a weekly feature story.

This newest column reports each week the progress being made by a family in Farm and Home Development, called Balanced Farm and Home Planning in Mississippi. Each column features a farm or a home practice in which the family excelled, at the same time referring briefly to the family's total situation and progress. A picture of the practice featured is usually included.

One of the greatest faults of many agents is to include news items in

their weekly columns. News stories should cover field days, tours, meetings, awards, and other important events. Written as separate news, the majority of them will hit the front page.

Length of news stories is very important today. People will read short articles but generally pass by the long ones. Ours average less than six column inches in type. This means that each story consists of only three or four paragraphs with a couple of short sentences in each.

## Spotting Features

Besides our farm and home development reports, we all write feature stories. They are planned in our weekly staff conferences.

These features give us an opportunity for greater flexibility in writing. We can explain more about farming or homemaking, go into more detail, and often work in human interest. Our editor rates them as the best material she receives on agriculture.

Almost every good feature story needs a picture or two. Just a picture with a cutline often makes a good feature. Of course, we often need to take news pictures.

A newspaper is, after all, a business whose main customers are other businesses which buy advertising space. By providing material that renders a



County Agent Ray Sartor, who says it pays to visit your editor often, discusses new editorial developments with Mrs. Lois Anderson, editor of the only weekly newspaper in Tippah County, Miss.



real service to agriculture for this space, we do something that is good for everyone including our own program.

We have cooperated with our newspaper and a local bank in this way each week for more than 3 years. The bank advertisement features a picture of an improved practice (often about dairying which is our most rapidly-expanding enterprise) with a short message under it in large, bold type. The reader is referred to the extension office or another local agricultural agency for more information. The only reference to the bank is its name at the bottom.

Three other banks in the county have asked us to prepare similar information on a monthly basis. We also cooperate with local ginners, feed dealers, and implement dealers on seasonal advertising.

### *Special Publicity*

Most weeklies are glad to print an additional special section. We have done this successfully for 3 years in connection with the June Is Dairy Month campaign.

In our last special dairy edition, each of our 15 rural community development clubs selected an outstanding dairy family for a feature story. We also wrote several other special articles on dairying.

The elected reporters of our community development, home demonstration, and 4-H clubs prepare articles about current happenings. We plan to help them with their writing at a workshop conducted jointly by our weekly newspaper editor and the extension service editor.

We believe that effective local news work strengthens the extension program in at least four ways. First, it quickly gets useful information to a lot of people. Secondly, it helps both rural and urban people become closer to you and to have more confidence in your ability. It also motivates you as an agent to do a better job to have something worth reporting. Finally, it shows the taxpayers that you have an active program that deserves their support.

This steady supply of extension news and information in newspapers will work for us to help carry out our job of extension education.

# **A Farm Column Gets Results**

by **TRUMAN W. MAY, Madison County Farm Adviser, Illinois**

**W**RITING a weekly farm column for our local newspapers is by far the best method of mass communication we have ever used.

When our 12-year-old weekly radio program became a casualty 8 years ago, the farm column more than filled the gap. Our column is published by two daily papers, three semi-weeklies and three weeklies, covering all parts of the county. Their total circulation exceeds 100,000.

The only real reason for writing a column is to get timely information to farmers that will help them increase their profits. Practical straightforward suggestions to aid a farmer in meeting his day-to-day problems and improving his methods are worth a lot more than attempts to be clever.

We should leave cleverness to the professional column writers. But we can use a writing style that's natural, warm, and friendly—not too dignified or academic.

### *Known Readers*

City people read farm columns, too, so we write about things like lawns, gardens, and trees. Then there are ways we can help build better relations between town and country by helping urban readers understand farm problems—local and national.

It's surprising how many town people have a latent interest in farming even though they never had any direct connection with a farm. We know these folks read our column because they frequently mention it when we meet them or attend a meeting where they are present.

Another measure of reader interest is requests from both farm and city people for publications mentioned or

reviewed in the column. The most gratifying indication is seeing farmers adopt practices they have read about in the column, things like improving livestock rations, planting better seed of new varieties, controlling weeds and insects, using some building plans, keeping complete farm records, or getting their boys and girls in 4-H club work.

### *Potential Material*

Releases from the University, especially those sent exclusively to the extension staff, are localized when possible. Perhaps we include names of people in the county who are using recommendations successfully. Local examples with names are always good if no one is embarrassed. We don't use the same names too often.

Usually we discuss between five and ten topics. With our many different types of farming, there's always something to write about. It's a good idea to check occasionally to make sure there are items on varied subjects, like dairy herd management, hogs, beef cattle, poultry, soils, crops, machinery, or buildings. Often a question from a farmer will suggest a subject.

Announcements of meetings and other coming events are appropriate, but we try to write a followup story for the benefit of people who could not attend.

Journalism teachers say that news stories should be written so a reader can get the main facts in the first paragraph or two. But we think column writing is different—reader interest should be held all the way through. We scatter important facts so the whole column will be worth reading. And we avoid long paragraphs and sentences.

We write the way we would talk. Then we figure if it doesn't sound right, maybe our talking needs some improvement too.

### *Multiple Uses*

Three of the papers use a box heading, the same each week. The others put on a different heading, two columns wide, based on an item in the column. Some papers break up the column with subheads. After  
(See *Farm Column*, page 84)



# Television—

## *a Member of the Team*

by HERBERT C. GUNDELL, Denver County Extension Agent, Colorado

TELEVISION, we found out, is a solid, dependable member of the extension team.

A few weeks ago Denver's Weekend Gardener program celebrated its fifth anniversary of continuous weekly broadcasts. Since the outset of the programs, our attitude and position have been strengthened by the overwhelming success of this venture.

The use of numerous public media and aids was not new to me in March 1956 when the idea of a weekly television gardening program first was discussed. I had been doing weekly gardening stories for one of the major dailies for a number of years, radio programs on a seasonal basis, and had some occasional guest spots on established television programs.

A regular television show, however, was something so new and different that my approach was at first

cautious and deliberate. I had support and assistance from Lowell M. Watts, then chief of information services at Colorado State University and now Director of Extension for Colorado, and also from Radio-TV Specialist Mel Eckard, constant team member of these more than 250 weekly television presentations.

### *Value of Planning*

As in all other extension programs and activities, planning ahead counts. We usually schedule our programs from 3 to 5 months ahead.

This planning is essential as it is often difficult to secure program feature material and demonstration aids at the last moment. Many such items have to be secured when they are available and held for the time when they are scheduled.

The stage crew at the television station alternates with different sets during the winter and summer months of the year so that the setting used is timely and in season.

### *Program Outline*

We try to start each program with an eye and ear-catching opener. Usually a display item of special merit or the successful results of the previous program demonstration are good openings.

Our program then turns to the weather picture for the next 36 hours, namely the remainder of the weekend. Then it deals with short ideas worthy of mention and display. During the spring, summer, and fall months we feature a garden weed each week and discuss its eradication.

We have two major features that deal with quick "how to" educational items. These features are anything that is timely and can be demonstrated well in front of a television camera, including pruning, planting, and potting or repotting of houseplants.

You might wonder how a weekly garden program could be carried 12 months a year. This is no problem at all. There are always enough indoor gardening activities to fill more than the available half hour each week.

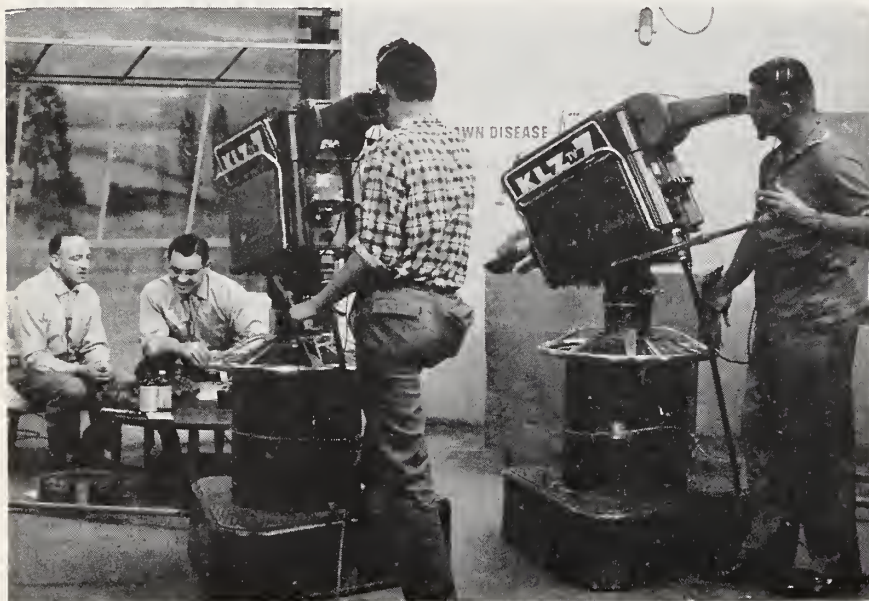
The two "how to" features are followed by the weekly feature, The Weekend Calendar. This points out anywhere from four to six recommended activities, indoors or outdoors, for the ensuing weekend. The calendar features items which are necessary and timely to undertake at that particular time of the year.

The remainder of the program is dedicated to answering questions from our listeners.

### *Dovetailing Responsibilities*

Outside of the primary planning, Mel Eckard and I have little personal contact. His work is located 65 miles from Denver. So we spend from three to five minutes a week on the phone and then get together about 30 minutes before air time to go over the program for that particular session.

(See *Team Member*, page 80)



Herb Gundell, Denver County agent, (left) and Mel Eckard, State radio and TV specialist, go into action on their Weekend Gardener television show. Each program includes two action presentations.



# Industry Men Share Your TV Objectives

by JAMES E. LAWRENCE, *Television Specialist,*  
New York

TALK to the men who guide the policies (and profits) of New York State's 24 commercial TV stations. They will tell you television is indeed an important, vital medium of communication, ideally suited to the objectives of the Cooperative Extension Service.

Ask these industry men about the status and future of this young medium. They will tell you that extension's present total TV involvement is but a threshold utilization of a powerful educational tool.

These are the formative years of extension's participation in television. Greater opportunities lie ahead.

There is no waiting around in New York State for these new opportunities to unfold. Agents and specialists, with help from station personnel, are continually directing their efforts to the development of strong TV ties with a vast number of people. In this case, it means reaching at least one million viewers with useful, worthwhile material every week.

## Television Bonuses

Some of these extension workers have been "on camera" practically from the time the first commercial TV station began sending out a signal—well over a decade ago. Today, true to its pioneering spirit, extension is the only agency with year in and year out television programs that stretch across the Empire State.

In terms of numbers, nearly 150 extension workers actively contribute to the maintenance of a dozen weekly programs in six key areas. In

other sections, agents and specialists appear frequently as guests of farm directors, TV home economists, and top station personalities.

Weekly dividends from this effort amount to: nearly five hours of choice television teaching time; a total statewide audience rated at a minimum of one million viewers; and a swift, direct means of reaching receptive farm, suburban, and city audiences with agricultural research results, consumer information, and a wide variety of educational material of benefit to all.

Here are three examples of the kinds of television shows developed by New York State extension workers:

*You and Your Family.* This 30-minute program, now in its 13th year, is presented each week over WBEN-TV in Buffalo. Erie County home demonstration agents share the responsibility for the consumer-oriented telecasts. Agricultural and 4-H agents in the area as well as Cornell specialists appear frequently on these popular shows.

*Party Line.* In its 9th year at WHEN-TV, Syracuse, this 7-minute show has built up one of the State's largest followings for a public service program. Station officials rate the audience for the 5-day a week telecasts in excess of 200,000. Some 20 agricultural, home demonstration, and 4-H agents participate in the telecasts. The majority of their shows are recorded on video tape. Shows here cover a wide range of topics, including technical agriculture. But

station rule No. 1 is that all subjects must be related to consumer interests.

*Your Agricultural Extension Service of the Air.* Agricultural and 4-H agents conduct this weekly 30-minute show over WNBH-TV in Binghamton. The telecasts, now 4 years old, place heavy emphasis on farm and agricultural research subjects. Because the station's coverage extends into northern Pennsylvania as well as south-central New York, agents from both States share responsibility for the shows. The program recently won a national magazine's annual award for the "best public service program in the Middle Atlantic States."

## Requests Result

The success of New York State's TV programs (a "pull" of several hundred bulletin requests from a single show is common) is the result of combining extension and industry talents. Station personnel, through critical questioning and acclaim when deserved, help agents and specialists better understand what is wanted, needed, and expected from them. Then it is up to extensioners to come through—fortified with training, practice, and sheer grit—with the proper know-how. This happy relationship fosters goodwill and common problem sharing between both groups.

The following are some of the fundamentals commercial TV directors

(See *TV Objectives*, page 82)



TV Station Producer Joe Herman directs the camera during a rehearsal of Agricultural Agent Charles Hebblethwaite's farm show at Buffalo, N. Y.



## VISUAL EQUIPMENT

(From page 73)

visual office helps him make up the slide set, maintain it, and schedule it upon request. An evaluation slip goes out with each set and is routed to the specific specialist if it indicates subject matter is incomplete, incorrect, or out-of-date.

New fiber mailing cases facilitate handling of the slide sets. They are sent under penalty mail and the user has only to reverse the address card, enclose his penalty mailing slip, and return. Breakage is reduced to a minimum, and there is no danger of loss due to an incorrect return address.

### *Visual Libraries*

Although the University Film Rental Library handles all extension films, the visual office, under the guidance of the respective specialist, determines which agricultural films are to be added to the library. Sixteen were added to the library in the past year, bringing the total up to 136 films.

Major steps have been taken to establish a photo library for use by the statewide staff. Approximately 480 new photographs related to California agriculture and home economics were added in the past year. In addition, a personnel file contains a recent photo of each extension worker for reference as well as publicity.

Frequent requests for slides to use



The master slide library in the visual office at Berkeley provides slides for extension speakers throughout the State.

in presenting information to civic clubs, etc., by various staff members resulted in the establishment of a master slide library. Over 1,100 slides were added to the library in the past year and the new subject matter filing system incorporated to facilitate use of the slides.

Visualization is often accused of being composed of gadgetry! This is not necessarily so, although we must recognize that effective visualization involves materials and equipment. And the extent to which the extension worker makes use of visualization depends largely upon his access to materials and equipment.

Although the visual production unit is on the Berkeley campus, equipment pools are maintained at the Davis and Riverside campuses as well. A visible card file is maintained in the Berkeley office to keep records of all equipment used by the statewide staff.

A card is made for each item identifying the item as to description, serial number, property number, date of purchase, and purchase order number. The card has space for scheduling the item by days for a 2-year period. These cards provide ready access to availability of the item as well as a record for inventory and loss.

### *Always Something New*

Considerable time is spent by the visual staff in seeking out new and more effective ways to visualize. Attendance at trade shows and fairs, visits to dealer showrooms, frequent demonstrations of new materials and equipment, subscription to trade magazines, and participation at workshops enable them to better serve the extension worker when he desires a more effective way of telling his story.

This is a rapidly changing field. New materials, new equipment, and new techniques continue to outmode past operations. This means continuing problems of personnel, budget, and space.

Visuals can be a costly form of disseminating information. But cost can be justified on the basis of effect in the ultimate goal of the California Agricultural Extension Service.

## TEAM MEMBER

(From page 78)

Mel prepares a technical outline each week which he goes over briefly with the program director and coordinates with him the various changes of scenery during the program. I prepare feature material and The Weekend Calendar.

Though the majority of programs are done "live" at the studio, occasionally they are video taped. From two to five programs each year are either filmed or done on location when the Weekend Gardener show visits a special gardening event of regional importance.

The only noteworthy program problem is the fact that on Saturday much of the program schedule is network. And, special events call for timing of the show to change. However, our experience has been good, and the changes are held to a minimum.

### *Audience Growth*

The results of 5 years of weekly presentations on television have exceeded our dreams. Both Mel and I have become so widely known in the metropolitan Denver area and the State as a whole that we are constantly greeted in public markets, on the street, and at organizational meetings.

Audience participation ratings of the show have been at times notably high, and always well above expectations for the day and the time at which the programs are presented. In fact, the programs have been successfully taken on by at least two other TV stations—one in southern Wyoming and another which covers the Colorado Springs-Pueblo area and reaches clear to the State line some 200 miles south. According to television station executives, the weekly coverage varies from 35,000 to 50,000 sets.

All in all, it is a new way of doing extension work—an exciting and interesting way. It certainly taxes the imagination and ability of a county extension worker, but what better use could be made of the little time needed for preparation and scheduling programs to reach effectively such a large and grateful audience.



# Setting Farm Radio on Target

by JAMES WHATLEY, Manager, Radio Station WRFS, Alexander City, Alabama

**S**HOOTING for a wider listening audience by means of greater variety in short programs is—"on target in the sixties."

WRFS radio station in Alexander City is proving this with a new series of minute programs. They have replaced the stereotyped daily 15-minute program for the farmer.

These modern, short farm programs, *Through the Windshield*, by Coosa County Agent Hoyt Webb, are complete with sound effects. They consist of 1-minute interviews with local farmers on agricultural developments in Coosa County—garden notes, lawn care tips, and on-the-farm demonstrations at local apple orchards. This last subject was pro-

duced to stimulate interest in apple growing in the county.

For 10 years, Agent Webb had carried a 15-minute program once each week with news for farmers in the area. The program was one of the oldest on the station. Last year while discussing some of the newer types of short programs that the station is now using, it was decided to try an extension program that would be short and to the point.

Webb began the new type program with shorts twice daily on some phase of farming or tips to the housewife. To check on the listening audience with the new type program, a survey was made using a new bulletin, *Outdoor Cooking*, that had not been re-

leased. People were asked to write the radio station for copies of this publication. The response was so good we knew we were on the right track.

Comments from listeners confirmed the program's success. Soon announcers at the radio station created sound effects for the program. It starts with a truck door slamming . . . truck cranking up . . . and horn blowing. The show closes a minute later, with the same sounds.

## Wider Audience

The idea of these striking short farm programs is to "capsulize" farm material into 1-minute packages which can be fed into the daily musical program. With the increased number of programs a day, farm material becomes more diversified and attracts a wider audience. They are short enough to interest the nonfarm listener, including businessmen.

It has become increasingly apparent with the modern advances in communication and transportation that farm families spend a substantial amount in appliances, automobiles, food, clothing, insurance and medical care, as well as seed, stock, feed, and fertilizer. Thus there is a much greater appeal to radio advertisers on the value of the farm market in radio.

Farm programs are being "capsulized" to provide the entertainment and information that builds ratings and encourages profits. Today, the farm listener is considered a very important member of the overall radio audience—and shorter, more varied programs are the answer.

## Success Shows

Proof of the success of this trend to a more listenable format with shorter, more interesting programs soon became apparent. People on the street stop Agent Webb with comments such as, "Here comes 'Through the Windshield'."

We are indeed happy with our short programs, *Through the Windshield*. You just have to walk down the streets of Alexander City or go through the rural area of Coosa County and ask anyone you meet to find that this program has a wide listening audience.



Hoyt Webb, Coosa County agent, Bob Sharman, Alabama radio and TV editor, and James Whatley, radio station manager, (left to right) check sound effects for Webb's program.

## ADMINISTRATOR

(From page 67)

1956. During his 3 years with the Institute, he traveled extensively, in this country and abroad, studying agricultural conditions.

In 1958, Dr. York was named a Fellow of the American Association for the Advancement of Science. A year later he was named a Fellow of the American Society of Agronomy.

The new administrator is a member of the American Society of Agronomy, Soil Science Society of America, Crop Science Society of America, International Society of Soil Science, American Grassland Council, American Forestry Association, and the Soil Conservation Society of America.

Dr. York was born in Valley Head, Ala. He is married to the former Vermelle Cardwell of Evergreen, Ala.

## TV OBJECTIVES

(From page 79)

continually emphasize to guide extensioners toward more effective television programming:

- Television is a medium unto itself. Although it combines the best elements of many communication processes, its total entity is unique. A TV show is just that—not visual radio, or what have you.

- Television demands television performers. Success is assured when you adapt to TV's ground rules and fit your material to its techniques, mechanics, and facilities. A good combination is the right treatment of your subject with the best use of the medium's methods.

- Television audiences are individually oriented. Your TV audience is not merely a mass of hundreds of thousands of people with the responses and reactions of an assembled group. Television assembles small audiences composed of one or more individuals, but these individuals number in the hundreds of thousands. Television helps you reach them through its immediacy, spontaneity, and intimacy.

- Television is a visual medium. Simple, imaginative visuals give your TV show its proper dimension and contribute toward establishing a rapport between you and your audience.

- Television requires a constant exchange between talent and technicians. The industry wants to know how to help you help yourself get vital information across to your audience. TV stations serve up a tremendous amount of "exposure" for you to utilize as you see fit. Getting the most out of this television time depends on using all resources at your disposal. Your station contacts—program directors, farm directors, and cameramen—are a large part of these resources.

So it is, in New York at least, that advancements with television as a teaching tool have come about through a fine spirit of cooperation between extension and industry representatives.

Thus when you talk to the men who are charged with the commercial operations of the State's TV network you find unanimous agreement regarding the Cooperative Extension Service. They will tell you extension workers are making an important contribution to the health, welfare, and economic betterment of a large number of farm, suburban, and city people. Television is helping to get this job done, thanks to the industry's support of extension telecasts throughout the State.

## BULLETIN DISPLAY

(From page 68)

Boy Scouts, business firms, libraries, chambers of commerce, State department of health, State heart association, and stores.

Indiana publications, news, and radio editors confer twice yearly to pick 13 booklets they'll "plug" for 2 weeks each during the coming 6 months. Requests go either to Purdue or county agents.

Washington-Oregon-Idaho can promote their joint Pacific Northwest publications via mass media, with people getting copies from their own county offices. Such areawide promotion is especially needed, since coverage of several large newspaper, radio, and TV outlets straddles State lines.

North Dakota "does a land office business" after the entire list of some 300 available publications is published each year in county newspapers.

County governing boards pay the bill at regular advertising rates.

The New Hampshire editor ran short classified ads in one newspaper for a few weeks during the cold snap last winter. Subject—home heating.

## Organizations Support

Besides mass media, booklets can be distributed efficiently through appropriate organizations. Electric and telephone utilities in Connecticut have reprinted some 40,000 copies of "Street Trees" and offered a free copy with monthly bills. This system covered 95 percent of all families.

Last fall in South Dakota, service and civic clubs, Boy Scouts, chambers of commerce, and home demonstration clubs helped distribute 38,000 copies of a series of 3 booklets explaining a proposed water conservation sub-district. At first the likely vote was doubtful, but the measure passed with 78 percent to 93 percent in favor.

Public libraries are a new distribution point in seven cities in Ohio. Booklets are displayed on a special rack. Librarians and agents are "very happy" with results.

Doctors and health officers have proved highly successful in distributing to their patients a West Virginia leaflet listing poison control centers. The authors wanted to distribute the list widely. Doctors and health officers were glad to cooperate.

Cleveland Kiwanis clubs suggested and paid for most of an extension folder on safe use of power lawn mowers. Members delivered them by hand to suburban home owners. Later an ad agency arranged to reprint the folder for one of its clients.

Many States often issue dairying information as enclosures with milk checks.

Delaware is "pleased with results" from selling its Christmas Goodies publication in department stores and on consignment at bazaars.

And Michigan is even testing about 12 models of coin-operated wire display racks (as for newspapers) to distribute for-sale publications.

With all these distribution methods and places available, our choice stands out clearly between Bulletin Hoarders or Bulletin Users!



# As Near As Your Telephone

by **NORMAN J. SMITH, Associate  
Nassau County Agricultural Agent,  
New York**

**A** MINUTE a day keeps trouble away. This is the general theme of Nassau County's telephone recorded message system which is now in its third year of operation.

Never before has the Extension Service been able to get so close to such a large number of our nonfarm friends. This recorded message system has a built-in public relations value to a county with a great and growing nonfarm audience.

Nassau County's situation looks like this: In the past 10 years, the population increased 100 percent—from 600,000 to 1,300,000. During the 1950's, over 147,000 new homes were built on former vegetable and potato farms.

Look at a map and you will find that Nassau County, Long Island, borders New York City. After World War II, New York City residents'

demand for housing drove the builders to Nassau's wide open spaces. Easy digging in well-drained soil made Nassau County an excellent site for a new suburbia. Cooperation from a county government which was prepared for this change made the transition orderly.

New homeowners and gardeners had only limited exposure to lawns, flowers, trees, shrubs, and insects when they arrived in Nassau County. However, they all had an innate interest to beautify and improve their property. They wanted to make three blades of grass grow where they used to grow one.

Most residents are well educated. In general, our home gardeners are good readers, good listeners, and good followers. They believe in science and expect results.

## Phone Device Tried

Now let us take a look at our recorded message device. Why was it installed?

In the spring of 1958, Charles Turner, county agent in Worcester County, Mass., reported on his experiences with a telephone device at a regional meeting for urban agents held in New York City. We decided the device should be tried in Nassau County. Our executive committee, who guide the educational program,

agreed that it should be given a trial.

In May the telephone company installed one unit. After the first newspaper release, it was not adequate to handle the incoming calls. A second unit was added in early June and a third unit in late June. This enabled three people to call simultaneously during the 1958 season. Now we have equipment which allows five people to call simultaneously.

The message, 1-minute long, is repeated twice to each caller. Our practice has been to change the recording daily at noon. The weekend message runs from Friday noon until Monday noon.

Most of the messages provide information of a preventive nature which enables the caller to head off trouble before it starts. As with most of our other communication media, we believe that our information should enable people to help themselves with the aid of scientific truths.

## Multiple Uses

During 1960, the message titles were prepared a week in advance so that newspapers could give publicity to the message service. The message titles for the following week are also included on the recording each Thursday.

During the growing season, topics related to lawns are presented on the weekend message. On Thursday, the message is usually on a fruit problem. Monday, Tuesday, and Wednesday messages cover problems of vegetables, flowers, trees, shrubs, household insects, soils, and weed control. During the winter season we discuss house plants, flowers, household insects, and other items of a general agricultural nature.

Aside from presenting information to individual callers, the messages are used in several other ways.

Several radio stations tape the message and use it at their convenience.

Each Thursday the previous five messages are mailed out to garden centers for bulletin board posting. These weekly prepared mimeos are called Garden Guides.

The device can be used to help publicize countywide meetings. Over  
(See *Phone Device*, page 84)



About 100,000 visitors at the Long Island Nurserymen's Garden Show last spring passed by this Extension Service exhibit promoting use of the recorded message service.



## EDITORS SAY

(From page 75)

often the extension office uses our paper strictly for 'advertising' for events, but fails to include enough pertinent material to make it newsworthy and almost always fails to follow up with the real news after the event," said one.

A survey of county agent columns made some time later proved that this was more than just a mythical complaint. Over 50 percent of the events given advance publicity in personal columns of South Dakota county agents were never mentioned again after the event.

### Special Circumstances

While these editors ask agents to get most of their copy to them on Friday or Saturday for the paper which is to be published the following week, they are equally willing and eager to take last minute timely news by phone. In fact, on important, late copy they said, "We would welcome a phone call rather than mail, which sometimes arrives too late for publication."

Happily, South Dakota editors, in general, said they could use most of the material that agents send them. Almost 90 percent said they could use either all or most of the material they received from their agents. The ones who couldn't use the material said it was: not localized, too long, or too wordy.

What do editors want? Short, local stories that are filled with the names of people their readers know!

## FARM COLUMN

(From page 77)

all, it's their paper, and the editor has the right to set it up to fit his ideas. A few times editors have suggested subjects for us to write about—very welcome suggestions, of course.

The column carries a Tuesday release date and is mailed on Friday each week. It is always exactly three double-spaced pages—about 1100 words. Papers are more apt to use a column regularly if they can depend on it arriving on time and being the same length each week.

One radio station and one tele-

vision station just across the river in St. Louis, Mo., have daily farm programs with full-time farm editors. We send them our column on the same schedule as the local papers and they usually use several items each week. Several other radio stations in the area have requested the column and we send it to them also. It's our experience that this gives better radio and television coverage than having our own program, although that will depend on the local situation.

Just one more thought—having to turn out a timely, readable column every week helps keep us up-to-date too. Many times the things we have written help us answer individual questions or provide material we can use at meetings.

We believe that writing a farm column is one of the best things a county agent can do.

## PHONE DEVICE

(From page 83)

5,000 people attended a 2-day turf field day which was advertised on our message service.

It is an excellent way to publicize a giveaway bulletin. Tell a listener to call and ask for bulletin "XYZ."

### Results and Uses

No formal evaluation study has been made. However, we have noticed several helpful tips.

The calls that come in through our regular telephone lines are an excellent guide regarding the problems which people believe are important. For example, if we receive many calls on a specific problem, this indicates that the interest is high and a message should be built around this particular problem.

Newspaper publicity increases the number of callers.

Messages can be prepared and recorded in a relatively short time. In an emergency, the message can be changed immediately to help people meet a specific problem.

We have complete control over the content of the message which is presented. The information an agent presents cannot be altered as it often is by those who use our written material.

The highest number of calls for one day's message was 858. We averaged 392 calls per message during 1960. In total, the device received 99,767 calls in 1960.

The above figures were recorded with an electronic counter on our device. As time permits, we should be able to analyze these figures and get a correlation between titles, message, content, and the number of calls. We have already noted that the word "insects" has more appeal than many other words used in message titles.

### Increasing Contacts

The recorded message device is economical and does not require a large amount of time. But it has not decreased our work load.

Other agents who try this device will find additional people discovering that you have the answers to their questions. These new people are extremely grateful for your recommendations. And your program will be supported locally if you can provide unbiased agricultural information which meets the needs of your residents.

The agents in Nassau County realize that we are experimenting in the field of agricultural extension work with such a large audience. We believe that our information can be of real service to our residents. And our work includes a built-in public relations factor important to the total United States agriculture.

## COMBINING MEDIA

(From page 72)

many home owners had followed the series, and that many of them stopped throughout the following spring and summer to watch the development of the plantings.

Much of the success of the entire project certainly was due to the excellent publicity and cooperation given through the communication media. About 305 individuals attended the demonstrations and meetings and many return visits are being made by individuals who participated in this project. And a much larger number followed the series through radio, TV, and newspapers.



# Making Exhibits Tell a Story

by **EARLE S. CARPENTER**, *Extension Communications Specialist, Massachusetts*

**E**XHIBITS have played an important part in the Massachusetts 4-H program since its inception over 50 years ago.

In 1908, young people were encouraged to enroll in a potato club and exhibit at the local fair. Since then the majority of the 4-H projects have lent themselves to competition at the 4-H, Grange, community, and major fairs in the State.

Over the years, under the direction of the 4-H staff, this competition has been changed and modernized.

About 20 years ago, several counties arranged for club exhibits at their County Girls' Day. In general these featured the results of the club activities for the year and in many instances showed a collection of the articles completed. Local fairs became interested and arranged for competitive classes.

## *Exhibits that Work*

In more recent years the extension staff decided that exhibits were one of the best means of publicizing the 4-H program. They planned to have store window exhibits set up all across the State during National 4-H Club Week.

These displays "tell a story" of some phase of the 4-H program in a simple, colorful, attractive manner. They are not an exhibit of an individual article made as part of a member's yearly requirement, nor a display of awards won.

Exhibits tend to fit into one of three general types—promotional (what is 4-H club work, it's objectives, growth in a community), teaches facts, or shows how-to-do-it.

These displays make their first appearance during National 4-H Club Week in keen competition. But club members understand that there are many other opportunities to use these same exhibits—other youth meetings, countywide home econom-

ics or agricultural meetings, fairs, and local science fairs. Some fairs award money prizes to exhibitors who score "excellent."

## *Training for Leaders*

Training meetings for both adults and junior leaders are held in preparation for this type of display. Over the years they have been on both county and State levels.

We have found two major benefits of such training. First, it arouses interest in selling 4-H to the general public, prospective members, and prospective leaders. In addition, it encourages group cooperation and friendly competition.

During the training sessions we emphasize making use of available materials to keep down expenses. The important points considered are layout, color, props, and lettering.

Usually a winning display is offered as an illustration and leaders are shown slides of good and poor ex-

hibits. For experience, they are encouraged to judge exhibits from slides. Finally, we hand out leaflets for the leaders to keep.

Each year meetings are conducted in about half the Massachusetts counties. Subjects include exhibits, use of visual aids in the 4-H program, poster making, and a workshop on making a combination flannelboard-chalkboard for use by leaders and members.

## *Projected Value*

Both leaders and club members have shown steadily increasing interest in 4-H exhibits. In 1953, 11 counties reported 123 exhibits. In 1960, these same counties had 322 window displays entered in competition. These exhibits were shown in 39 percent of the State's cities and towns, or half of those having active 4-H clubs.

One leader wrote, "My window exhibit has had some unusual results. We have six girls already looking for a club and we have two prospective leaders."

You may ask if the time devoted to this type of training is worthwhile. We feel that it is. It gives a club an opportunity to work as a group and to acquaint a segment of the population with the 4-H program through the exhibits.



Massachusetts 4-H club members and leaders are encouraged to display exhibits that teach facts, show how to do things, or as this one does, promote a part of the 4-H program.



## TRENDS CHALLENGE

(From page 71)

more requests for bulletins, personal visits, meetings, and office calls than he can possibly handle.

So the challenge is to try ways to make the mass methods do more teaching for us rather than inviting a personal call.

The study showed that urban agents made heaviest use of press-radio-TV during their first few years in the county and then use declined steadily. Many said they had all the calls they could handle and didn't want more "publicity."

Have we tried to move a farm county pattern of using press-radio-TV over to the thickly populated areas where it does not work the same? If so, perhaps we have been thinking of mass methods as a means of reaching a total audience.

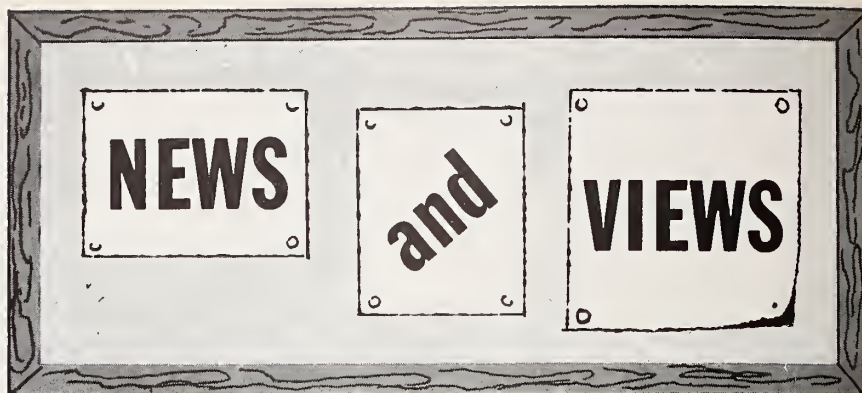
### *Aim for Individuals*

Whether there are a few or many to reach with a particular message, we have to reach them as individuals. Large numbers may have to be reached in a mass way but we still must aim our messages at them as individuals and special groups. Press-radio-TV are the channels we use to do this.

When we analyze our educational job in terms of specific audiences, it makes our job easier. It also makes more sense to the press-radio-TV editors and directors who want our educational material when it is aimed at their audiences.

We hear much about changes in audiences and problems. We have adjusted in the past, largely because we work closely with local people. This is where we have to start meeting the changes that challenge our use of mass methods—specific audiences we need to reach, channels we have for reaching them, and writing messages from the audience standpoint.

Agents' reports show that we are making adjustments. The implications, needs, and almost endless possibilities challenge us to further develop our patterns for better serving and reporting to the people beyond the farm. At the same time we need to do a more specific job with farm people.



## Oklahoma Schedules Land Judging Event

Oklahoma will extend a welcome to land, pasture, and range judging teams and individuals from many States when the 10th annual national judging school and contest is held in Oklahoma City, April 27 and 28.

4-H club and FFA teams will compete in the land judging and pasture and range judging divisions. There is a division for women and girls, and for men adults. They will compete as individuals rather than teams. Any college or university may enter up to two teams in all divisions.

Objective of the school and contest is to stimulate interest in soil and water conservation, pasture development, and range management all over the nation, says Edd Roberts, Oklahoma extension soil conservationist.

## Market News Center Alerts Area Farmers

Fair market prices for potatoes are more likely for Northern Michigan potato growers since a potato news center has been established in Gaylord, Mich.

A teletype printer, bringing U. S. Department of Agriculture reports



Orville F. Walker (right), district extension marketing agent, shows Extension Directors Ed Reberman, Charlevoix County, and Ray McMullen, Otsego County, how he gets immediate reports on prices being paid for potatoes in the nation's markets.





Rhode Island Extension Service offers county agent's services, including "Write for free publications," to people in the Providence area. Extension editor Walter Gray (right, with Director H. O. Stuart) approached an outdoor advertising firm for free space. The company obliged with 21 boards for 1 to 2 months, worth \$1,500. Only cost to extension was for artwork. The company suggested extension contact them again next year.

from all markets has been installed in the office of Orville F. Walker, district extension marketing agent. In operation from mid-September until the crop is disposed of in late April, the printer taps immediate market quotations from all markets.

Walker arranged with radio stations serving the area to record brief market reports to follow noon and evening news programs. Farmers know when to listen for the up-to-the-minute market reports.

No one newspaper or radio station adequately serves the whole Northern Michigan potato growing section. So Walker uses the telephone to record market reports for the different stations and to give newspapers current daily information.

## BOOK REVIEWS

**BIOCHEMISTRY OF PLANTS AND ANIMALS** by Frank Mallette, Paul M. Althouse, and Carl O. Clagett.

The latitude of the book is one of the first pleasant surprises one is likely to experience upon examining *Biochemistry of Plants and Animals*.

Another is the understandable man-

ner in which the authors describe the chemistry involved in numerous functions of plants and animals together with relationship to elements of their environment—soil, air, light, etc.

The extension worker who is interested in refreshing his memory or in digging a bit into the chemistry of phenomena he deals with daily, will find this a convenient, useful reference.

The chief criticism is that treatment of a particular topic may not go far enough to satisfy the individual already well grounded in the subject or interested in detail. But such depth, together with the latitude of this treatment, would seem to be too much to expect of a single book.—*J. R. Paulling, Federal Extension Service.*

**SEEDS THAT GREW—A History of the Cooperative Grange League Federation Exchange** by Joseph G. Knapp. Anderson House, Hinsdale, New York. 535 pp., illus.

Rarely does a book emerge so complete with development background of the growth of a firm. It is especially useful as a case study in long range planning. Today's county agents and State specialists will find

lessons in sociology and psychology as well as in economics and business management.

While lengthy it is easy reading—much like a novel. The author follows a pattern of chronological development. Not until his chapter on The G. L. F. Today does he pull the whole organization together. For those who wish to learn most profitably, this chapter may be the first one to read.

The outstanding feature of the book is the completeness of each chapter. For example, Chapter 23, Installing the Petroleum Service, covers completely the decision making process. The author's use of direct quotations develops a highly authentic presentation.

Besides being an excellent case study, the book is so well written that it should fare as well as any historical novel.—*Paul O. Mohn, Federal Extension Service.*

## Monthly Revisions in Publications Inventory

The following new titles should be added to the Annual Inventory List of USDA Popular Publications. Bulletins that have been replaced should be discarded. Bulk supplies of publications may be obtained under the procedure set up by your publication distribution officer.

**F 2157 Muscadine Grapes—A Fruit for the South—New (Replaces F 1785)**

**L 487 Planting Black Walnut for Timber—New (Replaces L 84)**

The following publications are obsolete and all copies should be discarded:

**F 1739 Pear Growing In the Pacific Coast States**

**F 1740 Vetch Culture and Use**

**F 2116 Conservation Methods for the Upper Mississippi Valley (Fayette Soil Area)**

**F 2133 Growing Safflower—An Oilseed Crop**

**L 350 The Imported Fire Ant—How to Control It.**

**L 368 The Alfalfa Weevil—How to Control It.**

**L 401 The White-fringed Beetle—How to Control It With Insecticides, How to Prevent Its Spread**

# Direct Mail Is Suited to the Job

by CHARLES FLINT and MARIE J. BREMNER, *Ferry County Extension Agents, Washington*

**I**n this age of supersonic speed and mass contacts, direct mail is frequently overlooked as a means of reaching local people. Too often, it is forgotten that in many circumstances, direct mail is better suited to do a job than the mass media. In our county it is.

Ferry County is located in north-eastern Washington State. It has a total land area of 1,406,080 mountainous acres.

The north half of the county lies wholly within the Colville National Forest and the south half, wholly within the Colville Indian Reservation. Thus the county consists of many cut-up areas of deeded land surrounded by either national forest or Indian lands.

Ferry County is isolated by mountainous topography, limited transportation, and poor communication facilities.

## Media Situation

The one weekly newspaper has limited circulation. Space available for agent news is practically nil because of the press of mining and local news stories.

Radio stations are located in bordering counties, but reception within Ferry County is so poor, because of the mountainous terrain, that few people even attempt to listen.

In order to get information to the people we send it directly by mail

from the county extension office. Newsletters have been most satisfactory.

We have two regular newsletters and one special information bulletin. The two regular publications are the monthly 4-H newsletter and the bi-weekly agriculture news sheet. A special information sheet is sent at various intervals to the homemakers.

## Selecting Audiences

The 4-H newsletter goes to each 4-H family in the county. Each issue contains timely information of special value to the members and to help leaders emphasize specific needs.

For example, the August edition contained articles relating to the county fair which is held in September. There were articles on Fitting Sheep for the Fair, Getting Clothing Ready for Judging, and Special Points on Getting Foods Exhibits Ready.

A special page is attached only to copies sent to the leaders. On this is information of interest to the 4-H leader including notices of special meetings, reminders of coming activities, and special information to help them with their club members.

The Agriculture Newsletter, sent out every 2 weeks, contains timely information for farmers. Newsletters sent out in February, for instance, concerned hay shortage, what to do if it develops, and the importance of keeping farm records.

Homemakers in the county receive special information newsletters four times a year. Each issue has a theme based on the season. The spring edition contains articles on spring fashions, fabrics and colors, spring plantings around the home, and planning home gardens. The August edition, just prior to the county fair, emphasizes preparing exhibits, new classes of exhibits, and other fair activities. Each issue also has a section on food buying.

The mailing list for the Agriculture Newsletter is taken from membership lists of agriculture groups plus people who personally contact the office through telephone calls, office calls, or letters.

The homemakers mailing list is made up of those women who have attended extension meetings, personally contacted the office, or have been contacted by the agent through home visits. In addition, some homemakers have called specifically asking to be put on the mailing list.

## Results Noted

Results from programs are difficult to put our finger on and they take some time to determine. But we have observed: an increase in telephone calls and office calls relating to information in newsletters; mailed requests for additional information on a subject in the newsletters; requests to be put on the mailing list; better quality exhibits in both adult and 4-H classes at the county fair; people referring to information in the newsletters in conversations with neighbors; and an increased dependence on the county extension office for information in the agriculture and home economics fields.

Direct mail has been our answer to getting information to the people—the purpose of our work.